

DAFTAR PUSTAKA

- Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & Van Huylenbroeck, G. (2011). The Influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food. *British Food Journal*. Vol. 113 (11): 1353-1378.
- Ahmad, A. N., Rahman, A. A., & Ab Rahman, S. (2015). Assessing knowledge and religiosity on consumer behavior towards halal food and cosmetic products. *International Journal of Social Science and Humanity*, 5(1), 10.
- Baharuddin, K., Kassim, N. A., Nordin, S, K., & Buyong, S. Z. (2015). Understanding the halal concept and the importance of information on halal food business needed by potential Malaysian entrepreneurs. *International Journal of Academic Research in Business and Social Science*, 5(2), 170.
- Beck, L., & Ajzen, I. (1991). *Predicting dishonest action using the theory of planned behavior*. *Journal of Research in Personality*, 25, 285-301.
- Chen, M. F. (2009). Attitude towards organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. *British Food Journal*, 111(2), 165-178.
- Dian Ekawati (2018). Pengaruh *Quality, Price, Convenient, Halal Knowledge* terhadap Perilaku Pembelian Bahan Baku Bersertifikasi Halal Pelaku Usaha Mikri Kuliner Non Sertifikasi Halal Di Sidoarjo Jawa Timur dengan *Theory Planned of Behavior* Sebagai Variabel *Antecedent*.
- Farrag, D. A., & Hassan, M. (2015). The Influence of Religiosity on Egyptian Muslim Youths' Attitude Towards Fashion. *Journal of Islamic Marketing*. Vol. 6(1): 95-108.
- Fishbein, Martin, and Icek Ajzen. (2004). *Attitudes, Personality and Behavior*. New York: Open University Press.

- Hong, J., & Sternthal, B. (2010). The effects of consumer prior knowledge and processing strategies on judgments. *Journal of marketing research*, 47(2), 301-311.
- Jamal, A. (2003). Marketing in a Multicultural World. *European Journal of Marketing*. Vol. 37 (11/12): 1599-1620.
- Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business Research*, 68 (5), 933-941.
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta: ANDI.
- Khalek, A. A. (2014). Young consumer attitude towards halal food outlets and JAKIM halal certification in Malaysia. *Procedia-Social and Behavioral Sciences*, 121, 26-34.
- Khalek, A. A., & Ismail, S. H. S. (2015). Why are we eating halal-using the theory of planned behavior in predicting halal food consumption among generation Y in Malaysia. *International Journal of Social Science and Humanity*, 5(7), 608.
- Kotler, Philip & Armstrong, Gary. (2004), *Principles of Marketing*, (10th Ed), Pearson Prentice Hall, New Jersey.
- Lampila, P., & Lahteenmaiki, L. (2007). Consumer attitude towards high pressure freezing of food. *British Food Journal*, 109(10), 838-851.
- Lefkowitz, E., S., Gillen, M. M., Shearer, C. L., & Boone, T. L., (2004). Religiosity, Sexual Behaviors, and Sexual Attitudes During Emerging Adulthood. *Journal of Sex Research*. Vol. 41(2): 150-159.
- Maichum, et al. (2017). The Influence of Attitude, Knowledge and Quality on Purchase Intention towards Halal Food: A Case Study of Young Non-Muslim Consumers in Thailand
- Mathew, V. N. (2014). Acceptance on Halal food among non-Muslim consumers. *Procedia-Social and Behavioral Sciences*, 121, 262-271.

- Mohamed Elias, E., Othman, S. N., & Mohd Saifudin, A. (2016). Halal awareness and knowledge among Muslim Student entrepreneurship program: A preliminary study. Paper presented at the in: 2nd International Conference on Global Social Entrepreneurship (2nd ICoGBSE2016), 13-14 March 2016, *Koh Samui, Thailand*.
- Mukhtar, A., & Butt, M. M. (2012). Intention to Choose Halal Products: The Role of Religiosity. *Journal of Islamic Marketing*. Vol. 3(2): 108-120.
- Nazahah, A., & Sutina, J. (2012). The halal product acceptance model for the religious society. *Business & Management Quarterly Review*, 3 (1), 12-25.
- Rahman, A. A., Asrarhaghighi, E., & Rahman, S. A. (2015). Consumer and Halal Cosmetic Product: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*. Vol. 6(1): 148-163.
- Rao, A. R., & Monroe, K. B. (1988). The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, Vol. 15(2): 253
- Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers Perception, Knowledge and Religiosity on Malaysia's Halal Food Product. *Procedia-Social and Behavioral Sciences*. Vol. 130: 120-128.
- Shaharudin, M R Pani J J Mansor S W Elias S J and Sadek D M (2010) Purchase Intention of Organic Food in Malaysia; A Religious Overview. *International Journal of Marketing Studies*, 2(1): 96-103.
- Stempel, J. D. (2005). The Impact of Religion on Intelligence. *International Journal of Intelligence and CounterIntelligence*. Vol. 18(2): 280-295.
- Varinli, I., Erdem, E., & Avcilar, M. Y. (2016). Exploring the Factors Affecting Purchase Intention of Halal Certified Foods in Turkey: A PLS-path Modeling Study, *European Journal of Business and Management*, 8(4), 68-78.
- Weaver, G. R., & Agle, B. R. (2002). Religiosity and Ethical Behavior in Organizations: A Symbolic Interactionist Perspective. *Academy of Management Review*. Vol. 27 (1): 77-97.

Yunus, N. S. N. M., Rashid, W. E. W., Arifin, N. M., & Rashid, N. M. (2014). Muslim Purchase Intention Towards Non-Muslim Halal Packaged Food Manufacturer. *Procedia Social and Behavior Sciences*, 130, 145-154.